National Brand
45-604 Eye-Ease
45-704 20/20 Buff
Made in USA

Contributor Payments - Cost Breakdown

(does not incl. salary costs for staff reviews or JB reviews)

Av price/edit page #49-#54 = $60
Av # Edit pages/issue = 140; per non-index issues = 137

	#49	#50	#51	#52
Total # of pages (incl. cover)	148	164	148	148
Amt Paid to Contributors	$6255 -	$11066 -	$10450 -	$7695 -
Total # of pd editorial pages (incl cover)	139	144	131	139
Cost per editorial page	$45 -	$77 -	$80 -	$55 50
	#53	#54	#55	#56
Total # of pages (incl. cover)	148	164	148	148
Amt paid to contributors	$7015 -	$7517 50	$8704 12	8440 -
Total # of pd edit pages (incl cover)	139	141	137	133
cost per editorial page	$50 50	$53 32	$63 53	$63 46
	#57	#58	#59	#60
Total # of pages (incl cover)	148	164	148	148
Amt paid to contribs	$7260 -	9435 -	6085 -	6435 -
Total # of pd edit pages (incl cover)	138 -	142	139	140 -
cost/edit. page	$52 60	$66 44	43.78	45.96
	#61	#62	#63	#64
Total # of pages (incl. cover)	148	164	148	148
Amt pd to contribs	$9330 -	$7095 -	6820 -	
Total # of pd edit pages (incl cover)	139	142		
cost/edit page	$67.12	49.96		

Edit pages do not include index pages, table of contents, unclassifieds, gossip or promo page.

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Cost to Print WER

Includes: Printing, etc.
Film
Cover

(on-sale)	#49 12/3/85	#50 3/10/86	#51 6/2/86	#52 9/2/86
Progressive, Florida	435 -	561 -	469 -	505 -
Progressive, Illinois	3948 -	4307 -	4211 -	3905 -
American Press, Missouri	27307 -	28179 -	24072 -	22404 -
Total	31690 -	33047 -	28752 -	26814 -
	(144 pp)	(160 pp)	(144 pp)	(144 pp)
# Printed	75132	71998	61753	58552
cost/copy	42.2¢	45.9¢	46.6¢	45.8¢
cost/100 pages	(29.3¢)	(28.7¢)	(32.4¢)	(31.8¢)

(on-sale)	#53 12/2/86	#54 3/10/87	#55 6/2/87	#56 9/1/87
Progressive, Florida	394 -	427 -	368 -	300 -
Progressive, Illinois	4024 -	4055 -	3613 -	3756 -
American Press, Missouri	22316 -	22900 -	21386 -	22608 -
Total	26734 -	27382 -	25367 -	26664 -
	(144 pp)	(160 pp)	(144 pp)	(144 pp)
# Printed	58566	56100	54344	57834 -
Cost/copy	45.6¢	48.8¢	46.7¢	46¢
cost/100 pages	(31.7¢)	(30.5¢)	(32.4¢)	(32¢)

	#57 12/1/87	#58 3/8/88	#59 6/7/88	#60 9/6/88
Progressive, Florida (cover)	925 15	519 -	385 -	424 -
Progressive, Illinois (Prepress)	3413 21	4214 95	3807 58	3843 13
Progressive, Missouri	22285 96	24400 55	22321 10	22216 13
Total	26624 -	29134 50	26513 68	26483 26
	(144 pp)	(160 pp)	(144 pp)	(144 pp)
# printed	55004	55120	53907	53503
cost/copy	48¢	53¢	49¢	49¢
cost/100 pages	(28¢)	(33¢)	(34¢)	(34¢)

	#61	#62	#63	#64
Cover	200 -	300 -	500 -	
Prepress (CCSMO)	3967 23	4611 44	4382 69	
Printing (CCSMO)	21947 54	25468 18		
Total	26114 77	30379 62		
	(144 pp)	(160 pp)	(144 pp)	
# printed	53000	56204	55285 -	
cost/copy	.49	.54		
cost/100 pages	(.34)	(.34)		